



These are the gals that dig your iris. The one with the book is Barbara; the other one is Nancy.

Your orders are dug especially for you. While Barbara selects and digs an iris Nancy writes the label. When all orders in the book are finished they are taken to the packing room where they are allowed to dry until the following day. They are rechecked, packed and shipped.

IT FINE PRINT IN YOUR CATALOGUES.
IT OFTEN PAYS.

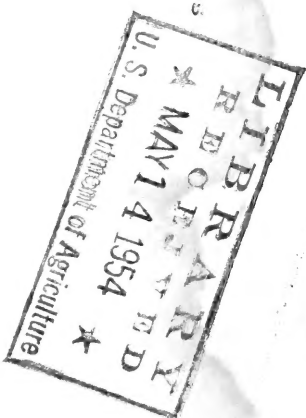
IRIS BARGAINS FOR 1954
from

Roy Rogers' Iris Gardens
302 Arapahoe Ave.
Boulder, Colo.

All orders shipped by parcel post after July 15th. Please give date desired. No C.O.D.
Return postage guaranteed.

AVOID
00

PRINTED MATTER



Library, U. S. Dept. of Agriculture,
WASHINGTON 25, D. C.



Nancy and Barbara look at a freshly dug iris to see if it will pass their rigid inspection.

No doubt an iris that has been dug a week or more will grow. We believe a freshly dug iris recovers sooner, makes a better growth and has a better chance to bloom. Our iris are always dug the day before shipment.

NOW IS A GOOD TIME TO BUY. HERE'S WHY!

Parcel post rates are up 35%. Some growers have increased their minimum price to 60c. If Congress passes the \$1.25 minimum wage law, it will mean another boost in iris prices. A good iris for 50c will not be possible. Better buy a few now.

If you never buy them you will never have them. Buy them now, you will be glad you did.

DON'T MAKE AN ORPHAN OF YOUR IRIS

We do not believe the best time to plant iris is soon after the flowering season. Give the new rhizome a chance to develop and form a flower bud while it gets support from the mother rhizome. A late planted iris is more apt to flower than a very early planted one. August is best for us.

WHAT IRIS WILL TAKE THE DYKES?

Your guess is perhaps as good as mine. I believe Mr. Fay will win again with his "Mary Randall." Stock is very scarce. If you can find one it will cost around \$20.00. Our second guess is "Pink Sensation," a pinker and better iris than "Cherie." You can probably purchase one for five or six dollars. Next year we hope to have stock of that outstanding 1953 Dykes winner, "Truly Yours." It is very beautiful.

To Roy Rogers Iris Gardens
Dear Sir:

I want you to know I have never had such lovely iris as I had last year from your gardens. They were giants and the different colors were something to see. My friends were delighted to visit my garden and I was sure a proud lady. I have sent to a lot of places for iris but never before received such nice plants. I never lost a one. Thanks for the lovely iris.

Respectfully,

Name on request)

**WE BELIEVE A GOOD IRIS IS WORTH A DOLLAR.
WE BELIEVE A GOOD IRIS CAN BE SOLD FOR A DOLLAR.**

The following choice new iris are currently being listed at from \$1.50 to \$2.50 each. Most of these have appeared in the last three symposiums, of the one hundred most popular iris, issued by the "American Iris Society." Nearly all have received an "Award of Merit" from this society.

WHILE THEY LAST WE WILL SELL THEM FOR \$1.00 EACH, ANY SIX FOR \$5.00. Early orders are advised and a substitute choice should be given. They will be first class rhizomes and will be delivered by parcel post between July 15 and September 1. Please give date desired. No C.O.D. please.

BLUE VALLEY—New near blue, very large, ruffled flowers with sparkling sheen. "Award of Merit" in 1949.

Value ----- \$2.50

CHIVALRY—Outstanding large medium blue. Ruffled flowers with wonderful substance. "Dyke's Medal" winner in 1949. Value ----- \$1.50

DISTANCE—Silvery light blue, with smooth finish. "Award of Merit" in 1949. Value ----- \$1.50

DESERT SONG—This extra large cream self received the "Award of Merit" in 1949 and was runner up for the "Dyke's Medal" in 1953. Value ----- \$1.50

FIRE CRACKER—Flashy burgandy-rose plicata with yellow trim. Value ----- \$1.50

FALL DAYS—A riot of autumn colors. Wonderful garden display. Value ----- \$2.50

GARDEN GLORY—Rich Bordeaux-red. Nearest true red. Wonderful smooth finish. Not tall. "Award of Merit" in 1947. Value ----- \$1.50

GAY BORDER—White flowers, stitched with a wide border of maroon-rose. Value ----- \$2.50

GOLDEN RUSSET—Huge flowers, often eight inches across. "Award of Merit" in 1952. Value ----- \$1.50

HELEN MCGREGOR—Finest light blue with large ruffled flowers. Winner of "Dyke's Medal" in 1949. Value ----- \$2.00

OPAL CLOUD—Huge blend with flaring falls. Not pink but with pinkish tints like a lovely pearl. Value ----- \$1.50

PINK CAMEO—True flamingo or cameo pink with tangerine beard. Early flowering and one of the most popular pinks. "Award of Merit" in 1948. Value ----- \$1.50

RANGER—Almost true crimson-red. Many large perfect flowers. "Award of Merit" in 1946. Value ----- \$1.50

ROCKET—Vivid orange-yellow with deeper overlay on falls. "Award of Merit" in 1947. Value ----- \$1.50

RUSSET WINGS—Large, nicely ruffled flowers of apricot, gold and copper. "Award of Merit" in 1947. Value ----- \$1.50

TOBACCO ROAD—Golden tobacco brown with nice flaring flowers. "Award of Merit" in 1946. Value ----- \$1.50

THE ABOVE IRIS ARE \$1.00 EACH, ANY SIX FOR \$5.00.

These iris have a present catalogue value ranging from 75c to \$1.25. They are mostly in \$1.00 class. Our price is 75c EACH, ANY THREE FOR \$2.00.

BLACK FOREST—Rich, silky blue-black. Perhaps the darkest iris. Medium sized flowers in great profusion.

BLUE RHYTHM—Cornflower blue. Large flowers with domed standards and broad flaring falls. A profuse bloomer. Dyke's Medal 1950.

BROWN THRASHER—Medium sized flowers in two tones of rich brown. Best near brown.

BRYCE CANYON—Henna-copper self. Large flowers with rounded falls and broad domed standards. Runner up for Dykes 1947.

BURGUNDY ROSE—Large, ruffled flowers of rosy-amethyst. Color very striking. Great garden value.

- CHANTILLY—A delightful orchid-pink with crimped edged flowers that resemble a piece of fine lace. A glow of gold lights up the flower. Dainty, medium sized, fragrant flowers.
- EBONY QUEEN—Deep glowing blackish purple. Good sized flowers and an improvement on Sable.
- GOLDBEATER—Very colorful rich chrome-yellow with large attractive yellow buds. Makes a wonderful garden display. Award of merit 1951.
- LOTHARIO—A greatly improved Amigo. Deep velvety violet-purple falls. Standards are a light violet-blue, orange beard.
- MEXICO—Brilliant bi-color of great beauty. Golden buff standards. The falls are slightly waved and are a reddish brown. Late.
- MINNIE COLQUITT—A very large white plicata with broad, wine-purple stitching at edge of both standards and falls. Award for merit 1945.
- PINK REFLECTION—A clear pink blend with lemon beard. The good sized flowers are very lovely. Award of merit 1944.
- PRAIRIE SUNSET—Most famous iris ever introduced. A blend of peach, rose and copper. It has taken all the awards including Dykes 1943.
- RED VALOR—Velvety, garnet-red with wonderful finish and substance. A very colorful iris. Hardy everywhere.
- ROSE TOP—Rosy-pink stitching on a creamy white background. Large attractive flowers that are nicely ruffled.
- SNOW FLURRY—Beautiful blue-white with ruffled flowers and blue tinted buds. Many lovely flowers. Early.
- SOLID MAHOGANY—A grand new mahogany red. Darkest of the red toned iris. Golden beard and rich plush-like falls.
- THREE OAKS—Massive flowers of deep rosy pink, heavily blended with copper. There is a bright blue blaze in the falls.
- VICE REGAL—A new iris from Canada. Standards and falls are a glowing velvety reddish-purple. Bronze beard.

THE ABOVE IRIS ARE 75c EACH, ANY THREE FOR \$2.00.

Because of the great increase in postal rates (35%) we believe it impossible to sell a single select rhizome for less than 50c. This list is composed of varieties currently selling at around 75c each. Our price is 50c EACH, ANY THREE FOR \$1.25.

- BANDMASTER—Very large, free blooming medium blue. Fine form and substance.
- BLUE SHIMMER—Large blue-white plicata, peppered with purest shades of blue. Award of merit 1944. No. 3 on last years symposium.
- BUFFAWN—Unusual color of buff lighted from within with a soft pink glow and set off by a brilliant orange-red beard. Flowers early and profuse. Fragrant.
- CHINA MAID—Gigantic pink blend with shades of copper and gold. A tall strong grower with an abundance of flowers.
- CLOTH OF GOLD—Deep sparkling golden yellow with a brilliant orange beard. The fragrant flowers are perfect in form and long lasting. Award of merit 1950.
- DISPLAY—Deep, rich Spanish-red, shading to deep maroon. Not tall but adds much color to the garden.
- EASTER BONNET—Attractive warm pink with band of gold on both standards and falls. Golden throat.
- ELMOHR—Rich violet-red. Immense, ruffled flowers with a silky texture. Most popular iris of this color. Dykes. 1945.
- ELSA SASS—Lemon-ice with a white blaze at shaft. Good sized, frilled flowers. Choice light yellow.



- GREAT LAKES—Clear light blue. No. 1 on the symposium for four successive years. Dykes winner 1942.
- GYPSY—Golden standards with a coppery cast. Falls are a silky chestnut-brown. Late flowering.
- LORD DONGON—Chinese violet standards. Velvety pansy-violet falls. A pleasant contrast of two distinct shades of violet.
- MASTER CHARLES—An outstanding iris of brilliant mulberry-purple with a blackish sheen. Falls are blended brown. A fine iris.
- MISS CALIFORNIA—A gigantic lilac-pink. Tall spikes with many fine flowers.
- MISSOURI—Grand clear blue of largest size. Old but one of the best blues. Dyke's Medal 1937.
- MULBERRY ROSE—Large pinkish-mulberry shaded brown. Most effective as a garden clump. Bronze beard. Award of merit 1944.
- OLA KALA—New deep yellow self. Has taken all the awards including Dyke's 1948 and was top iris in 1952 symposium.
- SPINDRIFT—A very nice deep coral or shell-pink with a fiery tangerine beard.
- SYLVIA MURRAY—A new light blue with silvery smooth finish. Very large flowers.
- THE ADMIRAL—Intense blue with fine form and finish. Withstands all weather conditions.
- THE RED DOUGLAS—Huge, rosy wine-red. Large flowers of uniform color. Bright orange beard.
- WABASH—Pure white standards. Rich velvety bluish-purple falls. Dyke's medal 1940.

THE ABOVE IRIS ARE 50c EACH, ANY THREE FOR \$1.25.

This list comprises iris we consider to be the best of the new varieties. The supply is limited. We have made prices as reasonable as possible. The price given is net without further discount.

- AMANDINE—Cream self flushed lemon: Nicely domed standards and flaring falls. Flowers large, slightly ruffled. Award of merit 1948. Runner up for Dykes, 1952. Each—\$1.50
- ARGUS PHEASANT—Very large light golden brown. Remarkable for smoothness and texture. Won highest honors with Dyke's Medal 1952. Each—\$4.00
- CASA MORENA—Extra large flowers of glistening, coppery brown. One of the richest brown shades. Orange beard. \$1.00 each, 3 for—\$2.50
- CASCADE SPLENDOR—A very large blend of pink, tan and apricot. The broad, full flowers are nicely ruffled in both standards and falls. Late flowering but over a long season. Each—\$1.25
- CHERIE—One of Hall's latest flamingo pinks. The large, ruffled flowers are a delicate shade of real pink. Tangerine beard. Dyke's Medal 1951. Each—\$4.00
- DREAM CASTLE—Orchid-pink self of great beauty. The large, broad flowers have wonderful substance. White beard tinted lemon. Each—\$1.25
- EXTRAVAGANZA—Best new amoena since Wabash. Creamy standards with blended falls of copper, violet and red. The flowers have a nice velvety finish. Award of merit 1947. Very late. Each—\$1.00
- FANTASY—A very lovely, new orchid-pink with a golden flush at throat. Large semi-flaring flower with fiery tangerine beard. Each—\$3.50

- FIRE DANCE—Deeper in color than Fire Cracker. Heavily marked on both standards and falls with dark wine-red. The background is buff. Rounded flowers with flaring falls. Each ----- \$2.00
- HEATHER ROSE—Large, rosy orchid-pink. Color combination is new and very pleasing. Each ----- \$3.00
- HERITAGE—Flamingo-pink of a deeper color than Cherie. Slightly ruffled and semi-flaring falls. Domed standards and a bright tangerine beard. Each ----- \$4.00
- LILAC LANE—Large flowers of pearly-pink or pale-lilac. Falls slightly ruffled. Standards domed. Pale yellow beard. Lovely. Each ----- \$3.00
- LYNN LANGFORD—Rich, deep orchid-pink with golden center. A large very flaring flower with orange beard. Award of merit 1950. Each ----- \$1.00
- MATTIE GATES—Large flower with chrome-lemon standards. Falls are whitish with broad edging of lemon. Finest iris of this color. A greatly improved Golden Fleece. Each -- \$2.50
- PATHFINDER—An exceptionally large, pink that is almost a blend. Flowers wide and full with fine texture. Each \$5.00
- PINK SENSATION—This famous flamingo pink was the pinkest flower in our garden. Large flowers are rounded. The beard is orange-red. This iris was top in the award of merit list for 1952. Each ----- \$5.00
- PINNACLE—This much talked of iris from New Zealand is truly a sensation. Clear white standards, smooth primrose yellow falls. Each ----- \$5.00
- PROSPECTOR—Deepest golden yellow with a bold patch of ivory on the widely flaring falls. A very beautiful new iris. Each ----- \$4.00
- RAINBOW ROOM—The general effect of this beautiful iris is a blending of orange, apricot and lilac. The standards are golden yellow flushed copper. The falls are lilac with a trace of blue below the bright yellow beard. Each -- \$2.50
- RICH RAIMENT—A new fancy plicata. The yellowish base is threaded with many lines of reddish brown. Each -- \$3.50
- SKY RANGER—A very tall medium blue with heavily ruffled flowers. A strong, vigorous grower that stands up well. Each ----- \$2.00
- SPANISH PEAKS—A very large pure white with ruffled flowers. Not a trace of color. Award of merit 1950. Each ----- \$2.00
- STAR SHINE—A blending of deep cream white and pearly blue, creating an iridescent sheen that is both novel and beautiful. Standards are broad and domed. The white flaring falls have a cast of blue and edging of the same color as the standards. Firm substance. A.M. in 1951. Each ----- \$5.00
- STATEN ISLAND—A fine new variegata. Golden standards and velvety red falls that are edged the same color as the standards. A very bright color combination. Each -- \$3.00
- SUNRAY—Large ruffled light yellow with wonderful form and substance. One of the most outstanding iris in our garden. Each ----- \$3.50
- SUNSET BLAZE—Immense richly colored golden salmon. Appears almost red. Bright golden beard. Award of merit 1951. Each ----- \$2.50

SPECIAL OFFER

Select 2 -----	\$1.00 iris	\$2.00
Select 4 -----	75c iris	\$3.00
Select 4 -----	50c iris	\$2.00
All 10 iris for -----		\$5.00

